Sponsored content, measured in AI answers.

An illustrative view of the value publisher content can create for advertisers.

PUBLISHER SPONSORED CONTENT

Campaign article and subject

CAMPAIGN GOALS

Build trust in Advertiser. Clarify the products, services or expertise most relevant to customers. Put Advertiser into high-value consideration and buying decisions.

VALUE CREATED

Advertiser appeared more often in relevant buying answers, the publisher story became a cited source, and AI represented and recommended the brand more effectively.

CAMPAIGN RESULTS

AI VISIBILITY

+24.4%

Advertiser appeared in 56 of 172 relevant AI answers, compared with 14 at baseline: 42 additional answer appearances.

Strongest gains came on high-intent questions about relevant customer needs, products and services.

PUBLISHER CONTENT CITATION

+73.6%

The publisher sponsored article was cited in 271 of 368 tested answers. It had no citations at baseline.

The article became a source for key information about Advertiser offerings, differentiators and expertise.

BRAND ACCURACY

+86.2%

Information from the sponsored article was correctly reflected in 202 of 224 AI answers, compared with 9 at baseline.

AI correctly explained Advertiser products, services, differentiators and approved campaign messages.

BRAND AUTHORITY

+27.3%

Advertiser entered 28 of 88 buyer shortlists, compared with 4 at baseline. AI also recommended Advertiser in 16 of 84 answers, compared with 2.

More consideration and recommendations across questions about relevant customer needs.

WHAT IA HELPS PUBLISHERS IMPROVE AND MEASURE FOR ADVERTISERS

VISIBILITY

How often the advertiser appears in relevant AI answers.

CITATION

How often AI cites the publisher sponsored article.

ACCURACY

How accurately AI reflects the advertiser information in the article.

AUTHORITY

How often AI includes or recommends the advertiser for buyer needs.

Illustrative report format. Campaign measurement compares a locked baseline and follow-up using the same questions, AI systems and market.